

Accredited Professional Consultant

Do you want to position yourself as a trusted consultant who can work across industries and organisations?

Are you looking for the skills and recognition that open doors to local and international opportunities?

What would it mean for your career if you could confidently introduce yourself as a certified professional consultant?

Introduction

A lot of people have heard of consultancy, yet hardly anyone knows what consultants do! We can observe the number of consultants has been increasing yearly. Even some fresh graduates of master degree now claim themselves as consultants. Unfortunately, some of these consultants do not even know the fundamentals of consultancy. In reality, senior management in an organisation also plays their roles as professional consultants within the organisation. This certified program starts with consulting in perspective. Then, it would focus on the consulting process. This training ends with the preparation of participants with consulting in various areas of management. Participants would be exposed to various consultancy tools and consultancy techniques. At the same time, participants would learn the method how to prepare the consultancy report to organisations for improvement. This certified program is the first-ever program that would continue to support the participants for a year after the completion of the program.

Program Objectives

This program aims to:

- Expose to participants with the consulting industry
- Prepare participants to conduct a consulting project
- Equip participants with essential skills for consulting projects

Learning Outcomes

After completing this program, participants should be able to

- Appreciate and understand in-depth of the consulting industry
- Conduct consulting projects independently
- Prepare a report to assist client to improve their productivity

Who should attend?

Middle management, senior management and anyone who has the interest to venture into the consulting industry.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>Nature and Purpose of Consulting and the Consulting Industry</p> <p>In this module, participants would learn the concept of consultation and why consultants are used in the market. In addition, participants would be exposed to the consulting process. This module shares the current consulting scene and the range of services provided. Participants would learn the types of consulting organisation, the role of internal consultants and the relationship between research, consultation and research.</p>
10.30am-11.00am	Break and Networking
11.00am-1.00pm	<p>The Consultant-client Relationship</p> <p>Participants would learn the client and the consultant systems, the critical dimensions of the consultant-client relationship. In addition, participants would learn the fundamentals of methods of influencing the client system and counselling and coaching as tools of consulting.</p>
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	<p>Consulting, Change and Culture</p> <p>This module focus on the nature of change and how organisation approach change, gaining support for change, various method for managing conflicts and structural arrangements and interventions for assisting change. In addition, this module helps participants to understand and respecting culture, level of culture and method to face culture in consulting assignments.</p>
3.30pm-4.00pm	Break and Networking
4.00pm-5.00pm	<p>Professionalism and Ethics in Consulting</p> <p>This module discusses the professional approach in consulting and legal liability and professional responsibility.</p>

Time	Day Two
9.00am– 10.30am	<p>The Consulting Process: Entry</p> <p>Participants would learn the method for the initial contacts, how to do preliminary problem diagnosis, the term of reference, assignment strategy and plan, methods to prepare proposals to the clients and the preparation of the consulting contract.</p>
10.30am-11.00am	<p>Break and Networking</p>
11.00am-1.00pm	<p>The Consulting Process: Diagnosis</p> <p>In this module, participants would learn the conceptual framework for diagnosis, diagnosing purposes and problems, defining necessary facts and sources and ways of obtaining facts, data analysis and feedback to the clients during diagnosis.</p>
1.00pm-2.00pm	<p>Lunch Break and Networking</p>
2.00pm-3.30pm	<p>The Consulting Process: Action Planning</p> <p>Participants would learn methods to search for possible solutions, developing and evaluating alternatives and method to present an action proposal to the clients.</p>
3.30pm-4.00pm	<p>Break and Networking</p>
4.00pm-5.00pm	<p>The Consulting Process the Implementation and Termination</p> <p>It is essential for consultants to know the role in implementation. At the same time, participants would pick up the skills in planning and monitoring the implementation, training and developing the clients' staffs and tactical guidelines for introducing changes in work methods. This module shares the method for setting the time of withdrawal from a consultative process. Then, participants learn the methods to evaluate and follow up with the consultation process. Furthermore, participants would learn how to prepare for a final report for a consulting project</p>

Time	Day Three
9.00am–10.30am	<p>Consulting with General and Strategic Management</p> <p>This is the fundamental areas in the consultancy industry. It covers the nature of consulting in corporate strategy and general management. In addition, corporate strategy, process, system and structure are shared in this module. In addition, participants would learn the requirement of corporate culture and management style, and governance and consultation for corporate governance and integrity are shared in this module.</p>
10.30am-11.00am	<p>Break and Networking</p>
11.00am-12.00pm	<p>Consulting in Productivity and Performance Improvement</p> <p>Participants are being exposed to the shifts in productivity concepts, factors and conditions. In addition, the participant would be able to conduct productivity and performance measures, design and implementing productivity and performance improvement programs. Participants would learn tools and techniques for production improvement.</p>
1.00pm-2.00pm	<p>Lunch Break and Networking</p>
2.00pm-3.30pm	<p>Consulting in Marketing</p> <p>Participants would learn the marketing strategy level, marketing operations, commercial enterprises. In addition, price strategy, product strategy, the promotional strategy would be revisited in this module particularly in consulting perspectives.</p>
3.30pm-4.00pm	<p>Break and Networking</p>

4.00pm-5.00pm	<p>Consulting in Other Business Environment</p> <p>Participants would be exposed to fundamental of other consultation are such as consulting in information technology, consulting in financial management, consulting in quality management, consulting in company transformation, consulting in social role and responsibility of business, consulting in e-business, consulting in operation management, consulting in knowledge and management.</p>
Time	Day Four
9.00am-10.30am	<p>Consulting in Human Potential Management</p> <p>Participants would be exposed to the changing nature of the personnel functions, policies, practices and human resource audit. In addition, participants would be exposed to potential human planning, recruitment and selection, motivation and remuneration, human resource development, and industrial relation issues consultation.</p>
10.30am-11.00am	Break and Networking
12.00pm-1.00pm	<p>Management Audit for Consultancy Services</p> <p>Participants would learn the principle in auditing for public sectors, including economy, efficiency, effectiveness and equity. Participants would learn the concern of the public sectors in getting consultants to solve issues in economy, efficiency, effectiveness and equity.</p>
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	<p>Management Audit for Consultancy Services</p> <p>Participants would learn the concern of the public sectors in getting consultants to solve issues in economy, efficiency, effectiveness and equity.</p>
3.30pm-4.00pm	Break and Networking
4.00pm-5.00pm	<p>Consulting with the Public Sector</p> <p>In this module, participants would understand the public sector environment and the method of how to work with public sector clients throughout the consulting cycle. In addition, candidate would learn the challenges when conducting consulting job with the government.</p>